

Lion's Heart Annual Impact Report

2020



IMPACT REPORT

2020

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“Life’s Most Persistent and Urgent Question is What are you doing for others?”

~Dr. Martin Luther King, Jr.



Letter From Our Executive Director

When the COVID-19 pandemic hit last year, the team at Lion's Heart seamlessly pivoted and began finding virtual opportunities and vetting in-person opportunities for safety and social distancing protocols to ensure delivery of quality, pandemic appropriate, and safe volunteer opportunities to our teen members.

Not to my surprise, an incredible number of members rushed to help during COVID, having compassion and empathy for others from their time volunteering in Lion's Heart. They were ready to take on this pandemic in so many creative ways. Our members understood through the power of volunteering, that they COULD make a difference, even when the world around them is in a crisis. From making masks for donation to baking goodies to cheer up our front-line workers, Lion's Heart members have come together to help in creative ways that are truly impressive during this pandemic. Connecting with local restaurants, one member made thousands of cards and organized deliveries to local hospitals and the Red Cross for essential workers to thank them for all they are doing. Many baked cookies and treats, wrote cards, and made lunches, delivering them to hospitals for the nurses and respiratory therapists, and local fire and police stations. Mask making has become very popular with our members and thousands of masks and face shields have been sewn and delivered to local senior homes, hospitals, and homeless shelters. Many members, practicing CDC safety guidelines, continued to volunteer at food banks and soup kitchens over the holidays. One group helped provide free lunches to the families living in a shelter and another group organized and dropped off food they collected for a food drive. A group from Irvine joined The Steam Machine to help create virtual family scavenger hunts while another member created a website that locates locations for COVID-19 testing sites.

As the endless stories of our teen members making such a positive impact go on and on, I have been so honored to watch them continue to make a difference in their communities. "Our favorite volunteer opportunity is donating and participating in craft events and parties with homeless and underprivileged kids at Mercy House in Santa Ana. Bringing joy, laughter, and fun to the kids makes us smile just as much as it does them." ~ Irvine South 2022 Girls Blue Group Lion's Heart teens across the country served cumulatively over 1,450,000 volunteer hours in Lion's Heart all while learning how to set personal goals and take on new challenges. Plus, 1450 of our members earned the President's Volunteer Service Award, having volunteered over 100+ hours in honor of building stronger communities. That is quite an accomplishment!

Lion's Heart members continue to learn leadership, empathy, compassion and what it means to step out of their comfort zone to help someone in need, which is invaluable. I've been amazed by the stories I've heard from teens and parents who have been building leadership skills and connecting with important causes through volunteering. Our members continue to truly make a positive difference in their communities no matter what life throws at them and they will shine as young adults looking forward to the future as leaders.

2020 was a particularly difficult year, both emotionally and financially, for all of us. Here at Lion's Heart, we saw new enrollment come to a grinding halt once the Covid 19 pandemic began. We, as a team, went immediately into survival mode to keep Lion's Heart running smoothly and nurture our members during trying times. I'd like to thank all of our staff for their sacrifices, hard work and dedication to Lion's Heart. I'd also like to thank our members and their parents, adult volunteers, and our Board Members for their patience and guidance through these unprecedented times. Looking ahead, we are excited about our organization's continued success and growth.

Becca Tankersley

Becca Tankersley
Executive Director

Lion's Heart Board of Directors



JIM BASTIAN
Chairman of the Board
Shulman Bastian Friedman
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Member
Cognizant



TERRY CORWIN
Member
Lion's Heart Founder



MANDY YANG
Ex-Officio Member
Lion's Heart Member

Mission, Vision, and Values

VISION

CREATE A



of

**ENGAGED
TEENS**

who

VOLUNTEER

and grow into

**COMMUNITY
FOCUSED LEADERS**

now, and for a
lifetime

MISSION

INSPIRING

**TEEN
VOLUNTEERING
AND LEADERSHIP**



for a

**NEW
GENERATION**

dedicated to

**POSITIVE
SOCIAL IMPACT**

VALUES

LION'S HEART TEACHES

TEENS

TO DO **WELL**

by

DOING **GOOD**

1

EMPATHY

Serve and
support
the
underserved.

2

LEADERSHIP

Lead
their own
community
service
projects
and
group
meetings.

3

COLLABORATION

Work
as a team to
support
causes
important
to others.

4

INCLUSIVITY

All
teens
welcomed
and all
non-profits
supported.

Volunteering Teaches Teens:



EMPATHY

Lion's Heart teens learn **compassion** and develop **empathy** by volunteering in the community.



LEADERSHIP

Lion's Heart teens learn to lead and become **empowered** by stepping into key positions as they volunteer and **serve as positive role models**.



HUMANITY

Lion's Heart teens build **confidence** in their ability to **contribute thoughtfully to society and our future workforce**.



COURAGE

Lion's Heart teens learn **to step outside their comfort zone** and challenge themselves to take on new experiences.



PASSION

Lion's Heart teens learn **to find their passion** as they step into new experiences and roles as they volunteer.

Evolution of Lion's Heart

Founded in 2004, Lion's Heart is a national nonprofit that mobilizes teen members to volunteer in their communities, and develop leadership empathy and a strong work ethic.

2004

September 1, 2004
Lion's Heart is
founded with just 20
teenage boys!

2018

Members surpassed
milestone of
1,000,000 hours of
community service

Reinstated meeting
requirements

NEW TOBYTalk
podcast

Certifying
organization for The
Congressional Award

Lion's Heart grows to
276 chapters in 32
states

2019

Torchbearer Award
reimagined and will
be earned on
completion of
service project

Lion's Heart
celebrated
15 years!

Lion's Heart office
moved to Santa
Ana, CA

Quarterly group
events with staff
and members in the
community

Reinstated 25 hour
requirement for all
members

2020

Member portfolios
compatible with
college applications
through Parchment

Validation of hours

Introduced new
T.O.B.Y. Award
and Pride of The
Lion's Award

Partnership with
Breakthrough San Juan
Capistrano

Provided Quality
Virtual Volunteer
Opportunities For
Members During The
Pandemic

Coming in
2021

Teen Advisory Board

*Updated Class
Coordinator and
Chapter President
Web Experience*

Text Messaging

*iOS and Android
Mobile App update*

*Program Teaching Life
Skills And Personal
Discovery*

*Career Exploration
Program*

*Comprehensive
Leadership Program*

2020

By the Numbers

Total Volunteer Hours 2004-2020

1,431,683



of Adult Volunteers

551

Total Volunteer Hours in 2020

231,060



of Groups

716



of States

32



of Chapters

265



Total New Members 2020

1,099



Total Active Members

4,311

Volunteer Rate by Cause

Lion's Heart teens discover the causes most important to them by taking on new experiences and volunteering with their peers.

Teen Member's Top Causes in 2020

of Volunteer Hours

5-1-2019 through 4-30-2020



Follow us on Instagram at @lionsheartservice for stories of teen impact!

2020 Officers and Award Highlights



Golden Lion Awards

The Golden Lion Award is presented members who remain in Lion's Heart all six years



MEMBERS
EARNED

160

T.O.B.Y./P.O.T.L. Award

T.O.B.Y. and P.O.T.L. are awarded to nominated members who demonstrate, throughout their time in Lion's Heart, that they clearly went above and beyond. T.O.B.Y. is for all grades except seniors and P.O.T.L. is for seniors only.



22



5

President's Volunteer Service Awards



1300
P.V.S.A'S EARNED

505 Gold Awards
192 Silver Awards
603 Bronze Awards



To learn more about Lion's Heart Awards Programs and more, visit lionsheartservice.org.

2020 Highlights

- Member's Volunteer Transcripts Compatible with College Applications through Partnership with Parchment
- Introduced New nominated T.O.B.Y. Award and Pride Of The Lion's Award for excellence and going above and beyond
- Partnership With Breakthrough San Juan Capistrano To Provide Membership to Their Students and Help Spread Equity Among College Admissions
- Provided Quality Virtual Volunteer Opportunities for Members During the COVID-19 Pandemic
- Two Lion's Heart Members Earned The Congressional Award Gold
- Becca Tankersley, Lion's Heart Executive Director, was recognized by the Greater Irvine Chamber as a recipient of their 40 under 40 award recognizing the next generation of business leaders and advocates who are making strides in their industries and the business community in Orange County, CA.

Ways to Support Lion's Heart

Donations will help support where the greatest needs are in our organization, including but not limited to:

- Subsidize Member Enrollment through Financial Assistance Program
- Service and Leadership Program Curriculum and Toolkits for Members
- Member and Nonprofit Outreach
- Researching and Cultivating Age-Appropriate Volunteer Opportunities for Members
- Technology Development and Maintenance (Lion's Heart Member Portal and Mobile App)
- Training Materials and Online Courses for Lion's Heart Members and Adult Volunteers
- Welcome Packet Production and Delivery (Member T-Shirts)
- Adult Volunteer Background Checks
- Educator Outreach and Toolkits for School Counselors
- Member Awards Processing and Event Support



For Partnership/Sponsorship
information please
contact us at **800.894.8877**.

Amazon Smile

Visit smile.amazon.com and select Lion's Heart as your organization of choice. 0.5% of your purchases will support teen volunteers.

Bequests

Create your legacy by including Lion's Heart in your will or trust. Make a difference in the life of a young person! We encourage you to work with an attorney or estate planning professional on a plan to meet your needs.

Employer Matching Gifts

Your employer may match your donations, doubling your impact. Check with your HR team to see if your organization has a policy of matching charitable gifts and/or volunteer hours.

Facebook Fundraiser

Show your support for empowered teens making a difference by hosting a fundraiser on Facebook for Lion's Heart. Set a goal and invite friends to make a tax-deductible gift. Login to your Facebook account and click "Raise Money" to get started.

To donate visit shop.lionsheartservice.org/pages/lions-heart-donation.

Financials

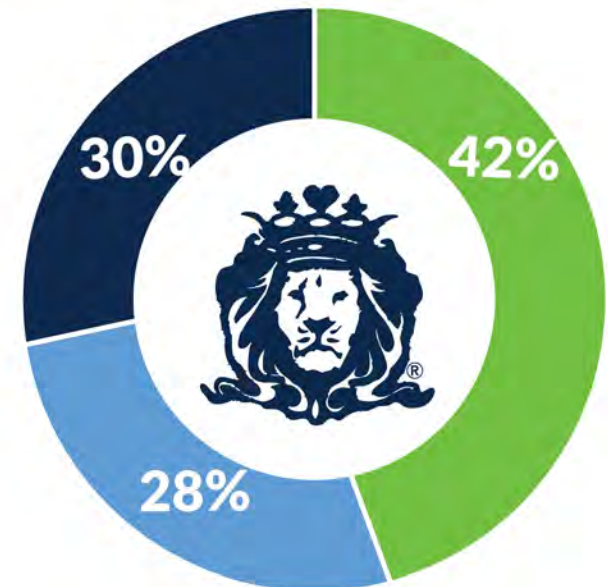
Fiscal Year Ending December 31, 2020

PROGRAM EXPENSES

MEMBER SERVICES

DIRECT PROGRAM SERVICES

VOLUNTEER SERVICES



OPERATING

TOTAL REVENUE \$533,990

Dues \$435,941

Donations \$27,474

Merchandise Sales \$5,775

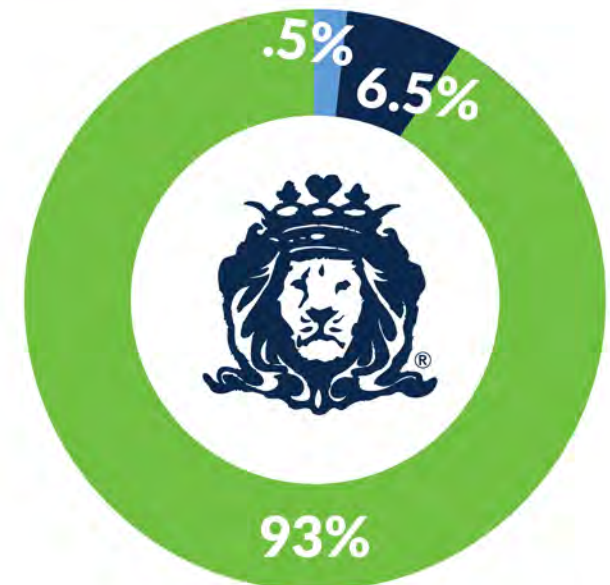
Other/Grant \$64,800

ORGANIZATIONAL EXPENSES

PROGRAMS

ADMINISTRATION

MARKETING



Financial Assistance
provided = \$3,395

Thank you for your support!

shulman bastian
friedman & bui LLP

GLJΘ[®]

 **THE COLLEGE BLUEPRINT** LLC

Thank you to all of our members, their families, and our adult volunteers!

We also want to thank our technology partners below.

Google Ad Grants
AdWords for nonprofits

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 **GreenRope**

 **ATLASSIAN**

 **SmartyStreets**

 **SurveyMonkey**[®]


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Lion's Heart - Teen Volunteers and Leaders

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Contact us @ Info@LionsHeartService.org or 800.894.8877

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